This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method performed by a processor comprising:

      adding a category from a first set of categories of content items to a second set of categories of content items in response to a content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories, wherein the period of time includes a first amount of time tuned to a first content item belonging to the category and a second amount of time belonging to the category;

      determining a plurality of demographic profiles based on the second set of categories, wherein each demographic profile is assigned to a different user;

      receiving a set of advertisements;

      storing the set of advertisements; and

      selecting a first advertisement from the set of advertisements, wherein the first advertisement is based on at least one of the demographic profiles.

2. (Original) The method of claim 1, further comprising:

      displaying the first advertisement with an interactive programming guide.

3. (Previously Presented) The method of claim 1, further comprising:

      transmitting the second set of categories to a unit at a head end of a broadcasting system providing the first set of categories of content items.

4. (Canceled)

5. (Previously Presented) The method of claim 1, further comprising:

      removing a category from the second set of categories in response to the content viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one content item belonging to the category of the

second set of categories.

6. (Previously Presented) The method of claim 1, further comprising:

verifying with a viewer the adding of the category from the first set to the second

set.

7. (Currently Amended) One or more non-transitory computer-readable media storing

computer executable instructions, that when executed, cause a machine to:

add a category from a first set of categories of content items to a second set of

categories of content items in response to a content viewing device being tuned, for a

period of time at least equal to a first predetermined threshold, to a plurality of content

items belonging to a category of the first set of categories, wherein the period of time

includes a first amount of time tuned to a first content item belonging to the category and

a second amount of time belonging to the category;

determine a plurality of demographic profiles based on the second set, wherein

each demographic profile is assigned to a different user;

receive a set of advertisements;

store the set of advertisements; and

select a first advertisement from the set of advertisements, wherein the first

advertisement is based on at least one of the demographic profiles.

8. (Previously Presented) The one or more non-transitory computer readable media of

claim 7, wherein the computer executable instructions, when executed, further cause the

machine to:

display the advertisement with an interactive programming guide.

9. (Previously Presented) The one or more non-transitory computer readable media of

claim 7, wherein the computer executable instructions, when executed, further cause the

machine to:

transmit the second set to a unit at a head end of a broadcasting system.

10. (Canceled)

11. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

      remove a category from the second set of categories in response to the content viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one content item belonging to the category of the second set.

12. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

      verify with a viewer the adding of the category from the first set to the second set.

13-17. (Canceled)

18. (Previously Presented) The method of claim 1, further including adding a category from the first set to the second set in response to multiple selectings of at least one content item belonging to the category of the first set of categories, said multiple selectings at least equal to a predetermined number of selectings.

19. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to add a category from the first set to the second set in response to multiple selectings of at least one content item belonging to the category of the first set of categories, said multiple selectings at least equal to a predetermined number of selectings.

20. (Previously Presented) The method of claim 1 further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

21. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to add a category from the first set to the second set of categories in response to a selecting of the category from the first set.

22. (Previously Presented) The method of claim 1 further including:

increasing a weight value of a category based on a duration of viewing time for at least one content item in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

23. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

increase a weight value of a category based on a duration of viewing time for at least one content item in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

24. (Previously Presented) The method of claim 1, further comprising:

removing a category from the second set in response to a selection of the category from the second set.

25. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

remove a category from the second set of categories in response to a selection of the category from the second set.

26. (Previously Presented) The method of claim 1, wherein determining that the content viewing device has been tuned, for a period of time at least equal to a first predetermined

5

threshold, to a plurality of content items belonging to a category of the first set of
categories includes:

determining a first period of time the content viewing device is tuned to a first
content item belonging to the category of the first set of categories; and

determining a second period of time the content viewing device is tuned to a
second content item different from the first content item, the second content item also
belonging to the category of the first set of categories,

wherein the sum of the first period of time and second period of time is at least
equal to the first predetermined threshold.

27. (Previously Presented) The one or more non-transitory computer readable media of
claim 7, wherein determining that the content viewing device has been tuned, for a period
of time at least equal to a first predetermined threshold, to a plurality of content items
belonging to a category of the first set of categories includes:

determining a first period of time the content viewing device is tuned to a first
content item belonging to the category of the first set of categories; and

determining a second period of time the content viewing device is tuned to a
second content item different from the first content item, the second content item also
belonging to the category of the first set of categories;

wherein the sum of the first period of time and second period of time is at least
equal to the first predetermined threshold.

28. (Previously Presented) The method of claim 1, further comprising determining a
first demographic profile by comparing categories in the second set of categories to one
or more sets of categories, the one or more sets of categories corresponding to different
demographic profiles.

29. (Previously Presented) The one or more non-transitory computer readable media of
claim 7, wherein the computer executable instructions, when executed, further cause the
machine to determine a first demographic profile by comparing categories in the second
set of categories to one or more sets of categories, the one or more sets of categories

6

corresponding to different demographic profiles.

30.   (Currently Amended)   An apparatus comprising:

        a processor; and

        memory operatively coupled to the processor and storing computer readable instructions that, when executed, cause the apparatus to:

                add a category from a first set of categories of content items to a second set of categories of content items in response to a content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories, wherein the period of time includes a first amount of time tuned to a first content item belonging to the category and a second amount of time belonging to the category;

                determine a plurality of demographic profiles based on the second set, wherein each demographic profile is assigned to a different user; ~~and~~

                receive a set of advertisements;

                store the set of advertisements; and

                select a first advertisement from the set of advertisements, wherein the first advertisement is based on at least one of the demographic profiles.